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*A friend of yours  
asked me to send  
you this book*

E. W. CHATTIN



# Strawberries are the Biggest Money-Making Crop. You make no Mistake in Planting Strawberries

**T**HE growing of strawberries is on the increase in all parts of the country, and in many sections strawberries have become a main crop. Coming as they do, the first among the fruits of the season, they supply a demand for fresh fruits which does not abate so long as the crop lasts. Easy of culture and prolific in bearing, strawberries are unexcelled for the home garden. Many land owners, both in town and country, have spacious yards or plots of ground that are not producing anything, and this space could be utilized to the utmost with strawberry beds. It will be a source of pleasure and profit to you with little work and little expense. The small amount you spend for plants will be returned to you many fold.

As a market crop, strawberries are most profitable. Where strawberry growing has been taken up in a business-like way, small gardens bring the owners from \$50.00 to \$200.00, and it is not an uncommon thing to realize from \$1200 to \$1500 per acre. Growers all over the country are making big money, and no greater returns for the amount invested can be made in any line of business.

Almost any soil that will grow good field crops will grow good berries. Avoid low, frosty places if possible. Light sand or hillsides can be used to good advantage. Fruit plants, like any other crop, need rich ground, and respond quickly to good care and fertilization. Stable manure is a splendid fertilizer for fruit. Plant as early in the spring as the ground can be prepared, so that the spring rains will give the plants a start. Plants should be handled and set before they start to grow very much, while the vitality is still in the plant.

Select your patch of ground, put it in good shape for the plants, give them the attention they should have, and the returns will be large. You can make no mistake in setting out a portion of your garden or farm to strawberries.



Excelsior Strawberries.

## EXCELSIOR

### *One of the Best Market Sorts*

For a long time Excelsior has been widely grown as a very early market berry; in fact, it is the standard for earliness by which most other varieties are compared. The fruit is of medium size, dark in color and firm in texture. The flavor is quite tart, but with its high color the berry is especially valuable for canning and for syrup. One of the best shippers. The plant is exceptionally healthy. Being an extra early berry, it comes at a time when the fruit is in greatest demand, and growers for the market have no difficulty in disposing of their entire crop at good prices. Its earliness also commends it for the home garden.

# SOUTHERN NURSERY COMPANY

WINCHESTER, TENNESSEE



# The Four Best Str For the Field

## Excelsior

### *The World's Best Early Berry*

For a long time Excelsior has been widely grown as a very early market berry; in fact, it is the standard for earliness by which most other varieties are compared. The fruit is of medium size, dark in color, and firm in texture. The flavor is quite tart, but with its high color the berry is especially valuable for canning and for syrup. One of the best shippers. The plant is exceptionally healthy. Being an extra early berry, it comes at a time when the fruit is in greatest demand, and growers for the market have no difficulty in disposing of their entire crop at good prices. Its earliness also commends it for the home garden.

## Tennessee Prolific

### *A Perfect Midseason Sort. Always Reliable*

Tennessee Prolific has given great satisfaction wherever planted, ranking among the best in the list of strawberries. The berry is large, of good shape, deep red color, and of excellent flavor. It is a heavy producer and should be found in both the home garden and commercial plantings. It thrives on quite light, dry soil. It is a great plant maker. As its name indicates, it seems unusually well adapted to soil and climatic conditions of Tennessee and neighboring states.

Excelsior  
Strawberries.

## Growing Strawberries a Safe and Sure way to make Money

There are probably more actual profits to be obtained in growing strawberries than in the growing of any other fruit. It does not take a big investment for a start; in fact plants and small plot of ground are sufficient. But of course you can grow faster with a larger number of plants, say one half acre or an acre. The chances of success in growing strawberries for market are greater than any other known crop. You can not go wrong in ordering any of the varieties listed on this circular.

#### To Whom It May Concern:

I take great pleasure in certifying to the reliability and promptness in all respects of the Southern Nursery Co. of Winchester, Tennessee.

I have never heard a complaint against this company, either as to the kind of the stock they grow or any of their business dealings.

They can be relied upon in all respects.

Winchester, Tenn.,

Very respectfully,

T. A. EMBREY,  
President Farmers Trust Co.

Tennessee Prolific Strawberries.



# Strawberries for Garden

## Aroma

### Big Money Maker

This is our best and most profitable late strawberry. Extra big profits in strawberries are always made by getting your fruit on the market when the demand is best. Aroma is the latest strawberry grown and one of the very best varieties, producing an immense amount of extra large, fancy looking berries, of the very highest quality and market value. Every grower should plant Aroma to lengthen his fruiting season and make him more money. Many growers, especially in the Southwest, plant large fields to Aroma alone for distant markets, as it is one of the very best shipping varieties. The berry is very large, roundish, conical, rarely misshapen, glossy-red, of excellent quality and produced in abundance.



Aroma Strawberries.

## The Famous Klondyke



Klondyke Strawberries.

All Strawberry, Blackberry, Raspberry and Dewberry plants are tied in bunches of 25 plants each. Please don't order less of each.

**SOUTHERN NURSERY CO.**  
WINCHESTER, TENNESSEE

This strawberry is a veritable "Klondyke" to the Southern grower, and in dry, hot seasons is hard to surpass in the North. It is a medium early variety, and is noted for its very large yield of beautiful berries, uniform in shape and of a rich blood-red color extending through the entire flesh. The berry is very juicy, and is of a mild, rich flavor. The foliage is tall, with a medium size light green leaf; this foliage acts as a shade to keep the hot sun from drying out and injuring the berries during a dry season. The plants are good growers, making runners abundantly.

Winchester, Tenn.,

To Whom It May Concern:

This is to certify that the Southern Nursery Co. of this city, have been customers of this bank for more than ten years. Their business relations with us have at all times been very pleasant and satisfactory. We have always found them thoroughly honest and reliable in all their dealings with us, as well as with their own customers, as far as we have been able to observe.

The rapid increase in their business is truly gratifying. Their great growth, we know, is due to the reputation they have of giving exactly what they advertise and standing behind their stock and living up to the letter of same.

They have always enjoyed the respect and confidence of the people of our city, and we feel sure they are worthy of the confidence of all who may have dealings with them.

Yours very truly,  
E. C. MOWERY,  
Cashier Farmers' National Bank.

### Prices of Strawberry Plants on this Page

25 plants.....	\$ .60
50 plants.....	1.00
100 plants.....	1.50
200 plants.....	2.10
300 plants.....	2.85
400 plants.....	3.50
500 plants.....	4.00
1000 plants.....	7.00

Prices are the same on Senator Dunlap,  
St. Louis and other Popular Varieties.  
See Next Page for Everbearing Sorts



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Price list of strawberry plants

Our New-Ground  
Strawberry Plants  
Will Bring You  
Quick Returns

Southern Nursery Co.  
Winchester, Tenn.

Read this Message  
Carefully



# PROGRESSIVE EVERBEARING STRAWBERRIES

*The Best of the Everbearing  
Strawberries*

**You Can Have Big Ripe Berries from  
June to December**

This wonderful strawberry has proven beyond all doubt that it is the leading everbearing variety. Progressive plants set in the spring not only produce an immense crop of fruit the year they are planted, but the runner plants bear fruit as soon as set. Progressive yields a crop of fruit the first year that is truly wonderful. The fruit of Progressive is of good size, smooth, of good color and appearance, a single plant often producing over one hundred perfect berries during the season.

This year the demand for everbearing strawberry plants will be greater than ever, as more people know of the success everyone is having with them. Every family having a garden should have enough Progressive plants to furnish them with fresh strawberries all through the summer and fall.



Progressive Everbearing  
Strawberries.

## PRICE LIST OF EVERBEARING STRAWBERRIES

25 plants.....	\$1.75
50 plants.....	2.50
100 plants.....	4.00
200 plants.....	6.00
300 plants.....	9.00
400 plants.....	10.00
500 plants.....	11.00
1000 plants.....	20.00

The above prices are for plants delivered by parcel post or express, charges prepaid. Our shipping season opens October 1st and closes April 25th.

We advise ordering early, as the demand will far exceed the supply.

Heavy-rooted, new ground Progressive plants, guaranteed true to name.

## Raspberries, Blackberries and Dewberries

Raspberries, blackberries, and dewberries follow strawberries in their season of ripening and are valuable additions to the farm and garden. There is a constantly growing demand for these fruits, as is attested by the increase in acreage which is yearly set out to them.

We handle raspberry, blackberry, and dewberry plants, and will be glad to furnish full information regarding them upon application.

**Southern Nursery Co. Winchester, Tenn.**